

Upcoming Formula Changes

Abbott Nutrition (Ross) is making some changes with their infant formulas which will affect our WIC formula-fed infants. Similac Advance EarlyShield formula has been on the market for some time now, but has not been available in the smaller 12.9 oz. powdered form we authorize for WIC or in concentrate.

Beginning in April 2009, the 12.9 oz. powder and 13 oz. concentrate will be introduced to the market. The ready-to-use version is already available. This formula is a replacement product for Similac Advance, so stores may be carrying both versions for a while. We have been told that the price will be the same.

Participants may purchase either the Similac Advance or Similac Advance Early Shield with their Similac Advance checks. We will not be changing the wording on our checks. They do need to purchase the formula in the form stated on their checks - powder, concentrate, etc.

The label is similar to the Similac Advance label except that the blue is deeper and a gold shield stating "Earlyshield" is next to the word "Advance". A sheet displaying the powdered version of the old and new product labels is attached.

Retailers are currently being provided with advance notice of this change with their price surveys.

The EarlyShield blend is a combination of prebiotics, nucleotides and antioxidants and is added to formula in an attempt to have it more closely resemble breastmilk. According to the manufacturer, the formula is designed to support an infant's immune system. Parents of infants on Similac Advance Early Shield may see softer stools. Abbott has produced "poop pads" which display normal infant stools. A copy of this sheet is attached. If you would like some of these forms for participant education, please let Kim know by February 20th and they will be ordered.

Similac Sensitive R.S. is also being introduced in the powdered form in a 12.9 oz. can. We may begin seeing this product in May and it should be available for all stores by June 2009. Once this version of the formula is available, we will no longer be issuing the ready-to-feed version, unless the participant's situation otherwise justifies the use of ready-to-feed formula. A picture of this product's label may be found on to Similac Advance to Similac Advance Early Shield page.

Information on the introduction of the new form of this formula was also sent to retailers with their price surveys. Further information on the rollout of powdered Similac Sensitive R.S. and an updated food package list which includes its food package numbers will be sent in the near future.